



Fair & Sustainable  
Consulting

Online  
training

Market Systems Development

Does your organization work on economic development? And do you want to increase the scale, impact and sustainability of your work? The Market Systems Development (MSD) approach can help you to achieve this.

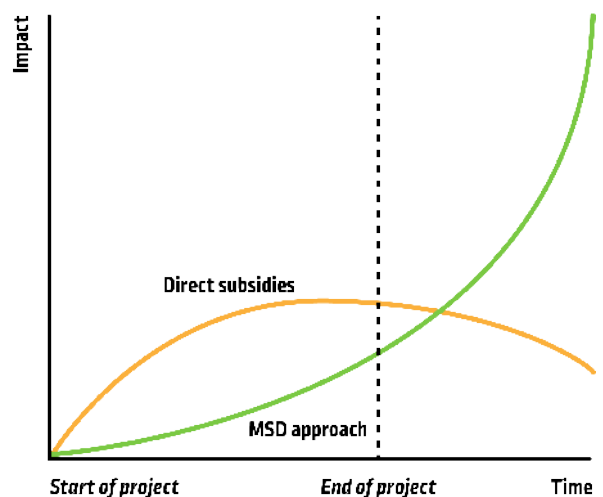
### What is the MSD approach?

The goal of many development organizations is to create a large and long-lasting impact. Increasingly, donors, NGOs and governments use the MSD approach and are convinced of its potential to generate this impact. The MSD approach investigates the underlying causes of the constraints people and organizations in a market system (e.g. producers, their organizations, processors, retailers) face, and proposes solutions to overcome these. It does so by working with (existing) market players, and helping them create viable business models.

Although interventions might be small and not directly aimed at the target groups, their impact is sustainable and scalable because the changes are brought about by the market players themselves, who have an incentive to remain engaged. This is an important difference with traditional value chain development or livelihood projects, which often only target the value chain, not the wider system, and directly target the beneficiaries themselves. The impact they create typically stops at project end. [Click here](#) for a concrete example of an MSD intervention and its results.

### Why do development organizations use the MSD approach?

1. Achieve better results, by reaching a larger target group and achieving a bigger and long-lasting impact for them by impacting systems.
2. Learn the art of interventions that rely on facilitation rather than direct delivery, harness the inputs from a wider range of (private sector) stakeholders and offer more value for money.
3. Remain competitive and successful in acquisition, by giving your programming an edge through the inclusion of MSD principles in project design.



### Why choose this training?

This online training will help you understand and practice the MSD approach. The training is interactive and a large part is tailor-made:

- by using case studies from your own practice, you will become aware of the implications of the MSD approach for your organization. Through the case studies, you will practice with the MSD approach: make a root cause analysis, design an MSD strategy with interventions and produce a results chain based on the case
- MSD is highly contextual. The training will be aligned with the context of your work. By using relevant examples from the country or countries you work in and by incorporating the themes you work on (e.g. gender, youth, resilience, financial services)

**In Rwanda, ISMAR built partnerships with 15 different market actors. Almost 35,000 low-income rural households raised their income by US\$55 on average, with more than 1,700 on-farm jobs created.**

Source: [meta-analysis of BEAM Exchange](#), 2021

# About the training

## What will you learn from this training?

After this course, you will be able to:

- use the terminology, concepts and principles of the MSD approach
- contrast the MSD approach with conventional ('direct delivery') approaches
- apply concrete ideas, a practical framework and tools to improve current and future projects based on the MSD approach
- distinguish diverse ways in which the MSD approach can be applied to different contexts and sectors
- assess the implications of the MSD approach for your work and organization.

## What approach will we use?

The online training will make full use of the experiences of both the trainers and participants, by promoting joint reflection and learning. It consists of interactive plenary, small group and individual activities, such as discussions, Q&A, exercises and case studies. Practical examples will be used based on the participants' own work practice.

## Duration

6 modules of max. 4 hours each. Each module includes an online group session of max. 1.5 hours and self-paced small-group and individual activities. The training program is flexible, depending on your wishes. Max. duration is 6 weeks. Note: we offer a similar training program as a 3-day face-to-face training.

## Program

The program consists of 6 modules:

1. Orientation and expectations (introductions, program logistics, expectations)
2. Key elements of MSD (MSD concept, principles and terminology)
3. Digging deeper into MSD (results chain, facilitators role, comparison MSD and other projects)
4. Applying MSD in practice (case study group work)
5. MSD in different contexts (compare MSD projects and interventions, can be adapted to your work context)
6. MSD readiness of your organization (implications of MSD for your work, evaluation)

## Our offer

We offer this course as an in-company training. This includes two days of free MSD advice after the training.

Because of our recognition as a training institute by CRBKO, F&S does not have to charge VAT on the training fees.



**“I now understand how I can go from MSD theory to practice”**

**Training participant**

# About us

## About Fair & Sustainable Consulting

Fair & Sustainable Consulting (F&S) is a consultancy firm and social enterprise. We envision a world in which people in developing countries have a decent income and sustainable livelihoods. F&S is specialized in making MSD work in practice. We support our clients to get acquainted with the MSD approach and to apply MSD in their own projects. We have trained more than 20 organizations on MSD. We have coached and advised MSD projects in over 20 countries, this includes advice on monitoring, evaluation and learning.

## Trainers of Fair & Sustainable Consulting

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## Interested in this training program?

Contact us via [netherlands@fairandsustainable.org](mailto:netherlands@fairandsustainable.org) to receive your tailor-made offer and the learning guide of the program.

**“I have learnt how to build on existing services and find solutions and business models in the market”**

**Training participant**

